Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Xmas Present Hiding Now is ripe

in the Valley of the Moon

Last week most of our reading matter was on the coming holiday season, and it looks like this will be another in much the same vein. Here goes:

The school kids will be on vacation effective as of today, and they won't have to resume their studies till January 3 next year. Next week there's entertainment—all free—at the Boyes theater, with the Elbow Benders staging a free show on Tuesday, the Lions club on Friday. Candy 'n' stuff, too.

Adults will find out Saturday night how they fared in the drawing for the free savings bonds offered by local merchants to all who did their trading in the Boyes area. School programs and gift exchanges were the rule this week at the schools, and next week 'most all clubs and organizations will follow suit. Churches will all be having their just-before-Christmas services and Sunday school programs.

Talking with local businessmen, in almost every case they've reported splendid Christmas business this year. Postoffice is getting busier every day, with the real big rush coming next week—all week, likely.

Maybe there'll be more along this line next issue.

GERTRUDE DETERS, Box 396, El Verano. Representative for National Monument Co., also finest calendars, matches, printing.

SAM FRISCIA, Wholesale-Retail SEAFOOD. Craig Ave., off Arnold Drive. Cooked Crabs (we crack and clean), prawns, filets, abalone.

On the way to Santa Rosa, motorists are now being held up at two places, with one-way traffic halted till the oncoming cars get by. All

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nice, and with flagmen waving red flags helping as best they can. Not sure they handle this work too efficiently, at least we think there could be an improvement, if only by getting more men on the job and rushing the finish to completion instead of fiddling around all winter. The same goes for the roadside excavations being made by the telephone company near Sonoma Grove, installing underground wires. They've been fiddling around too long, too.

Our scouts tell us they're now placing highway stakes up Boyes boulevard between the bridge and Arnold drive, suggesting that work might begin soon on smoothing up and widening this stretch of the roadway (promised for a year ago). Praise the Lord!

MIKE & ROSE'S BOYES SPRINGS MARKET. Special prices last three days each week. Famous for luscious steaks and chops.

VALLEY WATCH REPAIR, Boyes. Forgotten anyone? You can find something suitable here for that last-minute gift. Splendid selection.

"All things come to him who waits."
Perhaps was once a saying true.
But now you have to advertise
To make the dollars come to you.

DENNY'S COG CLUB, Boyes, serves mighty tasty tom and jerry, hot buttered rum and other cold weather concoctions. Try us.

GEORGE, the meat maestro at BOYES SPRINGS FOOD CENTER, delights in cutting fine quality meats to your exact order. Poultry.

Was only trying to be helpful, but got our come-uppance! Visited Memorial hospital Wednesday, calling on a patient for a little while, and when coming back through the lobby, told the girls in the front office they'd have a perfect hospital if only there was a stand selling cigars, cigarets, candy, magazines, etc. One of them promptly led us across the lobby to the cutest little stand you ever saw, on rollers, about 3 feet long, filled on both sides with all the things we'd suggested. Were we embarrassed! The stand is run by the hospital auxiliary ladies.

FURNITURE makes the finest gift. Buy it here. SONOMA FURNITURE MART, So. Broadway. Free tickets—four prizes a month.

VALLEY DRUG STORE, Boyes. A store full of Giftware, Cards, Toiletries. Amazing variety. And, of course, prescriptions!

Speaking of Christmas presents (who was?), here's a wonderful suggestion as a last-minute gift: Send a year's subscription to Moonbeams to your relatives and friends living elsewhere, especially those back east. Costs only $1, and it's the biggest bargain in giftware we know of.

BOYES SPRINGS FOOD CENTER. A one-stop market, where everything you'll want for the holiday feasts is assembled. Take-out License.

Little Adlai is indignant because he says somebody blames extra high union labor costs for the farmers' price squeeze. Well, aren't they, to a large extent? If all the pay raises over the last few years don't add up to making the cost of tractors and autos and feed and refrigerators and gas engines higher, we don't know our economics.

So the farmer is priced out of the market, because his own labor returns are down. If for a change the big unions would ask for lower wages, even a little bit, pretty soon the farmer might be able to buy more of the products of industrial labor. Maybe he could hire a carpenter, cement man and a roofer, and get a new barn built. Of course there are many other angles to the farm problem, but their solution seems to be in sight, come the next session of congress.

SONOMA GOLF & COUNTRY CLUB is the show place of the Valley. Bring your guests here for breakfast, lunch, dinner. Cocktails.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.

Few would be where they are today if all mothers had demanded time-and-a-half for overtime work.

POP & MOM MEDROS are your hosts at BROADWAY CAFE, Sonoma. Hillbilly dances every Saturday. Cafe in connection.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

You know those little fish they serve at banquets? Some fine day we're going to buy a whole flock of 'em and eat 'em all. Except the ones you buy in those little tins usually are much too salty. And we're also going to buy a whole flock of maraschino cherries and eat every one of them. (The missus says we'd stop on both the above items before we got very far.) And, yes, we've never really had enough mushrooms at one sitting. Our favorite variety is the morrells, sponge-like in appearance, which grow in the spring in the midwest.

PAUL'S OLD RANCHERO, Verano. Paul at the organ every night. You can dance, too. Authentically western. Cocktails. Dinners. Real estate headquarters — sales or rentals — WOODS-FRANQUELIN CO., Boyes Springs Branch. Fast service. Personal attention.

We're all "for" the right-to-work law, now in effect in 17 states. California hasn't got it yet, and little Guv Knight says he'd veto any such law if it ever got to him. Should he stick to his footsie playing with the labor boss goons, little Goody is likely to find himself out of a job at the first opportunity the voters get a chance at him.

MAC DONALD JEWELERS, Sonoma. Quality name brands in jewelry of all types, watches, bands, electric shavers. See us first. For Christmas, give cigars, pipes, cigarets. Best place to get 'em? BOB'S CIGAR STORE, Sonoma, of course. Real tobacconists!

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

Miss being able to buy the old-fashioned hard mixed candy, which came in big wooden buckets and was always identified with Christcas. Can't come close to that kind any more. Modern Christmas candy isn't even a close imitation.

One year an older brother at a raffle won a 30-pound candy stick, the candy something like taffy, about three feet long, and so nicely striped, like a big cane. It was placed on the buttry (no, not pantry) shelf, and all the kids would chunk off pieces with a hammer and eat their fill, even taking it to school. That candy cane lasted until warm weather.

RUGGLES VARIETY STORE, Sonoma. Sensational values in Christmas merchandise in all lines. Splendid card selection.

THE DRIVE-IN (formerly Merry's, Boyes), now under new management. Open 24 hours a day. The food and coffee are wonderful.

If you want your wife to pay attention to what you're saying, just tell it to another woman—in a low voice.

ROZARIO'S PALMS INN, Verano. Favorite banquet and dinner resort. Cocktail bar. Snack bar. Bring your guests here.

LARSON'S LIQUOR & SPORTING GOODS

Fine selection of gifts for men. Christmassy bottles.

Saw "Miracle on 34th Street" this week, for about the fourth time, and it's always good. Becoming a classic. Got the book too. And the TV logs show many other good attractions coming up between now and Christmas. Then there come the big football games — the pro championship, the North-South game, East-West, Blue-Gray, the Rose bowl and the Rose parade. It's goin' to be a wonderful coupla weeks, sure as shootin'.

CORNED BEEF as you've dreamed of. Sandwiches, dinners. Beer and Wine, too. DONOVAN'S IRISH INN, opp. Bath House.

B & L LAUNDROMAT, Fetters, is a lifesaver in this snappy weather. Bring in your laundry, have it all done in a half hour.

Cub and Boy Scouts are enjoying wonderful business at their Christmas tree lot in Boyes Hot Springs. Their selection is large and varied. The big lighted tree on the Scout lot was donated by Mrs. Sam Agnew, erected and lighted by the Valley of the Moon Lions club, with electricity furnished free by Bud Vise, the garagemaa. The tree is about 30 feet high, has 100 lights and could stand more. Many home lighting and decoration masterpieces may be seen just by driving around Valley streets after dark.

'QUIETLY LUXURIOUS' means just that! The very best food and drinks, always. Bring your guests. MENDEL'S CAFE, Boyes.

POWDER BOX BEAUTY SHOP now on Arnold drive next to Ellis Service. All new equipment. Same good service. "MAC" BOM.

They had been married for 35 years, and for 35 years she had been the family breadwinner. Then one day he died. The widow instructed that his body be cremated and the ashes be delivered to her. Carefully placing them in an hourglass she set it on the mantle, sat down to rock and said, "Now, you lazy bum, at last you're going to work!"

STEAKS, CHOPS, RIBS, CHICKEN. Barbecued to your order. It's a splendid place to bring your guests. FIRESIDE LODGE.

PLAZA BARBER SHOP (Bud Thompson), next to Mendel's, will please you with splendid workmanship, latest styling.

Mailed your cards and packages yet? It isn't too late yet, but for gosh sakes get busy and don't wait till December 24, as we do with our shopping. Not expecting much ourselves, but anything will do, with preference, to a moderate extent, for products made in the glorious state of Kentucky.

TOYLAND'S OPEN at BOYES VARIETY STORE. Largest stocks of giftware we've ever had. It's a One-Stop Gift Headquarters.

SONOMA GROVE, Hiway 12 south of Boyes. Finest Italian meals. Finest steaks. Finest cocktails. You'll like everything!

Finally got track of some guinea hens and have ordered two. This is our traditional New Year's dish, and the missus seems dubious as to their fitness. Maybe it should have been duck or goose.

CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs Smart Apparel for Women Giftwares Galore Hosiery Lingerie

RULES FOR THAT OFFICE PARTY

So you're going to stage or attend an office party! In order that it goes off in a proper and sedate manner, here are some rules concocted by a man who's been to a lot of them:

1. Decide how many to invite, then cut the list in half.
2. Order as much food as you'll need, then double it.
3. Order as much liquor as you'll need, then triple it.
4. Hire only four-handed bartenders.
5. Start the party on the boss's time, early in the afternoon.
6. Don't hang mistletoe in entrances and exits—it causes traffic jams.
7. When you kiss your secretary, don't act as if you never kissed her before.
8. Don't ask your boss for a raise the second you get drunk. Wait at least a minute.
9. Don't answer the telephone. It may be someone calling on business.
10. Be sure to break up the party in time to crash parties in other offices.

2011.1.25

SONOMA MISSION INN, Boyes Springs. Splendid setting for banquets or for your out-of-town guests. Splendid food.

RICHFIELD SERVICE in Boyes, Plaza corner. BUD DELANEY will serve you with the finest gas, oil, lubricants, tires, batteries.

A man doesn't know what hard luck is until he buys a new suit with two pairs of trousers—and then burns a hole in the coat.

VALLEY OF THE MOON CIGARS. Finest Christmas gift for men. Made in the Valley. Phone WE 8-4158. Also at your dealer's.

LITTLE SWITZERLAND, El Verano. Old-world atmosphere. Dancing Saturday nights, Sunday afternoons. Well worth visiting.

We read they're preparing all the plans for small roadside parks for California highways. Legislature is expected to approve the general idea at its next session—20 years behind most states. A proposed site selection for Sonoma county shows one park listed for Highway 12 between Kenwood and Santa Rosa, another one four miles south of Sonoma.

This roadside park idea has been advocated by Moonbeams editor for many years, and the suggested plan really is a real step in the right direction. But it should go further.

The roadside parks are fine. But there should be roadside turnouts on every major road in the state. That means just that—a little turnout equipped with one or two picnic tables, a stove of some kind, a trash can and toilets. Would cost little, but would be wonderful for every mtoorist bent on a little visit to scenic spots in our scenic wonderland. They should be spaced not more than five miles apart. Wonder if our esteemed legislators will be able to see their dsirability?

OUR RESORT, El Verano (run by Melina and Harvey) is "something different." Finest in liquid refreshments. Draft beer.

GALLO BROS., Boyes. Franchised DeSoto and Plymouth dealers. Repair department. Towing service. Call WE 8-5415.

New 1956 license plates for your car will become due January 3, with final date for paying February 4. You'll get your statement in the mail right after December 27. Fees have not been increased, but as soon as your Christmas bills are paid, lay out a little more for your license plates.

VERN'S THRIFTY DRESS SHOP, Boyes Theater Bldg. Ladies' high class clothes at prices you won't believe. Nothing like it!

RUSTIC INN, Glen Ellen, with authentic and historic western air, should be on your list. GUNNER & RUTH in charge.

Women are smarter than men. Did you ever see a man buttoning his shirt up the back?

EL DORADO HOTEL in Sonoma is noted for its fine Italian dinners, its old-time atmosphere. JOHNNIE MERLO on duty

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

THE SCHOOL PROBLEM CAN BE SOLVED AT SMALL COST; PARENTAL OBJECTIVE HOLDS BACK A GOOD SOLUTION

(Dry stuff? Yes, but important. The following digest of a speech made by Vernon Timmons, manager of the Napa chamber of commerce, is printed, in three installments, through the courtesy of Lois McVeige, secretary-manager of the Sonoma Valley chamber of commerce, with cooperation of the Redwood Empire association, chamber of commerce division.)

Installment 1

At the last annual meeting of the Redwood Empire association the subject of increasing school requirements to meet the expanding population in most of the cities represented at the meting was brought up and discussd at some length. As a result of this discussion, the staff of the Redwood Empire association was requested to contact school districts throughout the country to determine what, if any, steps had been taken to make greater use of existing school facilities.

The staff has done an excellent job, and Mrs. Lois McVeigh, of the Sonoma Valley chamber, has compiled an amazing quantity of information bearing upon the subject. My function is to attempt to summarize these date in approximately 20 minutes.

Let's have a look at the problem. California now leads the nation in public school enrollment, with 2,282,000 children, and it is estimated that that figure will be doubled in the next 15 years. Enrollment in California's elementary and high schools and junior colleges will reach 2,991,000 by 1960 and will exceed 4,000,000 by 1970. We have nearly doubled the 1944 school population during the 10 years that have elapsed since that time. At the present time, the taxpayers of California are spending $200 million dollars per year in capital outlay alone in an effort to keep pace with this unprecedented growth.

To localize the effect of this growth, let's bring it down to the local level in my own city of Napa, and I imagine that the situation there is comparable to the problems faced by each of you in your own area. Last fall there were 5857 students enrolled in the Napa school system. This includes elementary and high schools and the junior college. When school opened this fall, the number had increased by 681 to a total of 6538, an increase of 11.6 per cent; and this is happening year after year. This means that we in Napa will have to construct 25 additional classrooms per year if we are to continue to provide the type of educational facilities that all of us want for our youth.

According to the district superintendent of schools, if no new homes are built, by 1960 we will experience a one-third increase in our elementary schools and a 50 per cent increase in our secondary

schools. Mind you, that is assuming that no new homes are built, and this year we expect to build and fill 1500 of them. Money-wise, we will have to spend approximately $500,000 per year to keep pace with our growth. As matters now stand, to meet our 1960 requirements in the elementary district alone, for example, we would have to spend $950,000 and at our present rate of growth we can raise only $350,000 before reaching our bonding capacity. For purposes of tying these figures into your own community, remember that the cost of an elementary school is about $900 per child and a secondary school about $1500.

So that's the problem; too many youngsters and too little bonding capacity to provide the classrooms that they need.

I don't think that it is necessary to sell those present on the importance of education for our youth. The United States chamber of commerce has repeatedly proved that the level of education in an area has a very definite bearing upon the economic level. An educated population tends to be more prosperous than one that has been denied the privileges of proper educational facilities. Therefore, we must seek out methods to provide the facilities that are already urgently in dmand.

But first, let's look at one proposal which I think you'll agree is NOT the proper way to solve the school problem, namely federal aid to education. In case you aren't entirely convinced, here are some facts. California with 7.7 per cent of the United States population supplies the federal treasury with 9.4 per cent of its revenues. California school districts bond themselves 5 per cent for elementary schools, 5 per cent for high schools and 5 per cent for junior colleges —15 per cent in total if necessary. Some states will bond themselves only 2 per cent for schools. If the federal government aids states which fail to make an adequate effort themselves, it does a great injustice to California. Further, the record shows that along with any subsidy goes control, and it is certain there is enough federal interference into the affairs left to the states in our constitution without

(Continued next week, with amazing conclusions. Wait for it.)

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